

Observing The User Experience A Practitioners Guide To User Research By Kuniavsky Mike Morgan Kaufmann 2003 Paperback Paperback

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Observing the User Experience does just that: It demonstrates how to discover what is in users' heads, and suggests how we might balance those considerations with business objectives.--Lou Rosenfeld, co-author of *Information Architecture for the World Wide Web* Wow!

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Observation is critical, but to really know the user's experience, you have to ask him or her about it, and that's an interview. The usability interview-the other tool that's a basic part of nearly all user experience research-differs from the lund of in- terview an investigative journalist or

a prospective employer would hold.

Observing the User Experience - Dawn Wright

Observing users interacting with a product can be a great way to understand the usability of a product and to some extent the overall user experience. Conducting observations is relatively easy as it doesn't require a huge amount of training and it can be relatively fast – depending on the sample size of users you intend to observe.

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